

# Index: Volume 29

## Index by Author

Bart, Christopher K.  
*New Venture Units: Use Them Wisely to Manage Innovation*  
Summer 1988, Vol. 29, No. 4, pp. 35-43

Bartlett, Christopher A. and Sumantra Ghoshal  
*Managing across Borders: New Organizational Responses*  
Fall 1987, Vol. 29, No. 1, pp. 43-53

Beatty, Carol A. and John R. M. Gordon  
*Barriers to the Implementation of CAD/CAM Systems*  
Summer 1988, Vol. 29, No. 4, pp. 25-33

Bonoma, Thomas V. and Victoria L. Crittenden  
*Managing Marketing Implementation*  
Winter 1988, Vol. 29, No. 2, pp. 7-14

Carter, Joseph R. and James Gagne  
*The Dos and Don'ts of International Countertrade*  
Spring 1988, Vol. 29, No. 3, pp. 31-37

Crookell, Harold  
*Managing Canadian Subsidiaries in a Free Trade Environment*  
Fall 1987, Vol. 29, No. 1, pp. 71-76

Farris, Paul W. and John A. Quelch  
*In Defense of Price Promotion*  
Fall 1987, Vol. 29, No. 1, pp. 63-69

Fredericks, Peter and N. Venkatraman  
*The Rise of Strategy Support Systems*  
Spring 1988, Vol. 29, No. 3, pp. 47-54

Gale, Bradley T. and Ben Branch  
*"Allocating" Capital More Effectively*  
Fall 1987, Vol. 29, No. 1, pp. 21-31

Ganitsky, Joseph and Gerardo Lema  
*Foreign Investment through Debt-Equity Swaps*  
Winter 1988, Vol. 29, No. 2, pp. 21-29

Grant, Rebecca A., Christopher A. Higgins, and Richard H. Irving

*Computerized Performance Monitors: Are They Costing You Customers?*  
Spring 1988, Vol. 29, No. 3, pp. 39-45

Hise, Richard T. and Stephen W. McDaniel  
*American Competitiveness and the CEO—Who's Minding the Shop?*  
Winter 1988, Vol. 29, No. 2, pp. 49-55

Leonard-Barton, Dorothy  
*The Case for Integrative Innovation: An Expert System at Digital*  
Fall 1987, Vol. 29, No. 1, pp. 7-19

Longenecker, Clinton O. and Dennis A. Gioia  
*Neglected at the Top—Executives Talk about Executive Appraisal*  
Winter 1988, Vol. 29, No. 2, pp. 41-47

Meyer, Marc H. and Edward B. Roberts  
*Focusing Product Technology for Corporate Growth*  
Summer 1988, Vol. 29, No. 4, pp. 7-16

Mitroff, Ian I.  
*Crisis Management: Cutting through the Confusion*  
Winter 1988, Vol. 29, No. 2, pp. 15-20

Narus, James A. and James C. Anderson  
*Strengthen Distributor Performance through Channel Positioning*  
Winter 1988, Vol. 29, No. 2, pp. 31-40

Nonaka, Ikujiro  
*Toward Middle-Up-Down Management: Accelerating Information Creation*  
Spring 1988, Vol. 29, No. 3, pp. 9-18

Quinn, James Brian, Jordan J. Baruch, and Penny C. Paquette  
*Exploiting the Manufacturing-Services Interface*  
Summer 1988, Vol. 29, No. 4, pp. 45-56

Randolph, W. Alan and Barry Z. Posner  
*What Every Manager Needs to Know about Project Management*  
Summer 1988, Vol. 29, No. 4, pp. 65-73

Rockart, John F.  
*The Line Takes the Leadership—IS Management*

Sloan  
Management  
Review

101

Fall 1988

Index  
**102**  
Volume 29

*in a Wired Society*  
Summer 1988, Vol. 29, No. 4, pp. 57-64

Shank, John K. and Vijay Govindarajan  
*Making Strategy Explicit in Cost Analysis: A Case Study*  
Spring 1988, Vol. 29, No. 3, pp. 19-29

Sinetar, Marsha  
*The Informal Discussion Group—A Powerful Agent for Change*  
Spring 1988, Vol. 29, No. 3, pp. 61-65

Slevin, Dennis P. and Jeffrey K. Pinto  
*Balancing Strategy and Tactics in Project Implementation*  
Fall 1987, Vol. 29, No. 1, pp. 33-41

Sullivan, Cornelius H., Jr., and Charles E. Yates  
*Reasoning by Analogy—A Tool for Business Planning*  
Spring 1988, Vol. 29, No. 3, pp. 55-60

Waddock, Sandra A.  
*Building Successful Social Partnerships*  
Summer 1988, Vol. 29, No. 4, pp. 17-23

Warner, Timothy N.  
*Information Technology as a Competitive Burden*  
Fall 1987, Vol. 29, No. 1, pp. 55-61

**Index by Subject**

**Business Ethics and Public Policy**

*Crisis Management: Cutting through the Confusion*  
Ian I. Mitroff  
Winter 1988, Vol. 29, No. 2, pp. 15-20

**Corporate Strategy**

*"Allocating" Capital More Effectively*  
Bradley T. Gale and Ben Branch  
Fall 1987, Vol. 29, No. 1, pp. 21-31

*American Competitiveness and the CEO—Who's Minding the Shop?*  
Richard T. Hise and Stephen W. McDaniel

Winter 1988, Vol. 29, No. 2, pp. 49-55

*Balancing Strategy and Tactics in Project Implementation*  
Dennis P. Slevin and Jeffrey K. Pinto  
Fall 1987, Vol. 29, No. 1, pp. 33-41

*Building Successful Social Partnerships*  
Sandra A. Waddock  
Summer 1988, Vol. 29, No. 4, pp. 17-23

*Exploiting the Manufacturing-Services Interface*  
James Brian Quinn, Jordan J. Baruch, and Penny C. Paquette  
Summer 1988, Vol. 29, No. 4, pp. 45-56

*Foreign Investment through Debt-Equity Swaps*  
Joseph Ganitsky and Gerardo Lema  
Winter 1988, Vol. 29, No. 2, pp. 21-29

*Information Technology as a Competitive Burden*  
Timothy N. Warner  
Fall 1987, Vol. 29, No. 1, pp. 55-61

*Making Strategy Explicit in Cost Analysis: A Case Study*  
John K. Shank and Vijay Govindarajan  
Spring 1988, Vol. 29, No. 3, pp. 19-29

*Managing across Borders: New Organizational Responses*  
Christopher A. Bartlett and Sumantra Ghoshal  
Fall 1987, Vol. 29, No. 1, pp. 43-53

*Managing Canadian Subsidiaries in a Free Trade Environment*  
Harold Crookell  
Fall 1987, Vol. 29, No. 1, pp. 71-76

*Managing Marketing Implementation*  
Thomas V. Bonoma and Victoria L. Crittenden  
Winter 1988, Vol. 29, No. 2, pp. 7-14

*New Venture Units: Use Them Wisely to Manage Innovation*  
Christopher K. Bart  
Summer 1988, Vol. 29, No. 4, pp. 35-43

*Reasoning by Analogy—A Tool for Business Planning*  
Cornelius H. Sullivan, Jr., and Charles E. Yates

Spring 1988, Vol. 29, No. 3, pp. 55-60

*The Rise of Strategy Support Systems*

Peter Fredericks and N. Venkatraman  
Spring 1988, Vol. 29, No. 3, pp. 47-54

*Toward Middle-Up-Down Management:  
Accelerating Information Creation*

Ikuko Nonaka  
Spring 1988, Vol. 29, No. 3, pp. 9-18

**Financial Management**

*"Allocating" Capital More Effectively*

Bradley T. Gale and Ben Branch  
Fall 1987, Vol. 29, No. 1, pp. 21-31

*Foreign Investment through Debt-Equity Swaps*

Joseph Ganitsky and Gerardo Lema  
Winter 1988, Vol. 29, No. 2, pp. 21-29

*Making Strategy Explicit in Cost Analysis: A Case Study*

John K. Shank and Vijay Govindarajan  
Spring 1988, Vol. 29, No. 3, pp. 19-29

**Human Resource Management and Industrial Relations**

*Balancing Strategy and Tactics in Project Implementation*

Dennis P. Slevin and Jeffrey K. Pinto  
Fall 1987, Vol. 29, No. 1, pp. 33-41

*Computerized Performance Monitors: Are They Costing You Customers?*

Rebecca A. Grant, Christopher A. Higgins, and Richard H. Irving  
Spring 1988, Vol. 29, No. 3, pp. 39-45

*The Informal Discussion Group—A Powerful Agent for Change*

Marsha Sinetar  
Spring 1988, Vol. 29, No. 3, pp. 61-65

*Neglected at the Top—Executives Talk about Executive Appraisal*

Clinton O. Longenecker and Dennis A. Gioia  
Winter 1988, Vol. 29, No. 2, pp. 41-47

*What Every Manager Needs to Know about Project Management*

W. Alan Randolph and Barry Z. Posner  
Summer 1988, Vol. 29, No. 4, pp. 65-73

**International Business**

*The Dos and Don'ts of International Countertrade*

Joseph R. Carter and James Gagne  
Spring 1988, Vol. 29, No. 3, pp. 31-37

*Foreign Investment through Debt-Equity Swaps*

Joseph Ganitsky and Gerardo Lema  
Winter 1988, Vol. 29, No. 2, pp. 21-29

*Managing across Borders: New Organizational Responses*

Christopher A. Bartlett and Sumantra Ghoshal  
Fall 1987, Vol. 29, No. 1, pp. 43-53

*Managing Canadian Subsidiaries in a Free Trade Environment*

Harold Crookell  
Fall 1987, Vol. 29, No. 1, pp. 71-76

**Leadership and Organization Studies**

*American Competitiveness and the CEO—Who's Minding the Shop?*

Richard T. Hise and Stephen W. McDaniel  
Winter 1988, Vol. 29, No. 2, pp. 49-55

*Crisis Management: Cutting through the Confusion*

Ian I. Mitroff  
Winter 1988, Vol. 29, No. 2, pp. 15-20

*The Informal Discussion Group—A Powerful Agent for Change*

Marsha Sinetar  
Spring 1988, Vol. 29, No. 3, pp. 61-65

*The Line Takes the Leadership—IS Management in a Wired Society*

John F. Rockart  
Summer 1988, Vol. 29, No. 4, pp. 57-64

*Managing Marketing Implementation*

Thomas V. Bonoma and Victoria L. Crittenden  
Winter 1988, Vol. 29, No. 2, pp. 7-14

*Neglected at the Top—Executives Talk about Executive Appraisal*

Clinton O. Longenecker and Dennis A. Gioia  
Winter 1988, Vol. 29, No. 2, pp. 41-47

*Toward Middle-Up-Down Management:  
Accelerating Information Creation*  
Ikujiro Nonaka  
Spring 1988, Vol. 29, No. 3, pp. 9-18

#### Management Information Systems

*Barriers to the Implementation of CAD/CAM  
Systems*  
Carol A. Beatty and John R. M. Gordon  
Summer 1988, Vol. 29, No. 4, pp. 25-33

*The Case for Integrative Innovation: An Expert  
System at Digital*  
Dorothy Leonard-Barton  
Fall 1987, Vol. 29, No. 1, pp. 7-19

*Information Technology as a Competitive Burden*  
Timothy N. Warner  
Fall 1987, Vol. 29, No. 1, pp. 55-61

*The Line Takes the Leadership-IS Management  
in a Wired Society*  
John F. Rockart  
Summer 1988, Vol. 29, No. 4, pp. 57-64

*Reasoning by Analogy-A Tool for Business  
Planning*  
Cornelius H. Sullivan, Jr., and Charles E. Yates  
Spring 1988, Vol. 29, No. 3, pp. 55-60

*The Rise of Strategy Support Systems*  
Peter Fredericks and N. Venkatraman  
Spring 1988, Vol. 29, No. 3, pp. 47-54

#### Management of Technology and Innovation

*Barriers to the Implementation of CAD/CAM  
Systems*  
Carol A. Beatty and John R. M. Gordon  
Summer 1988, Vol. 29, No. 4, pp. 25-33

*The Case for Integrative Innovation: An Expert  
System at Digital*  
Dorothy Leonard-Barton  
Fall 1987, Vol. 29, No. 1, pp. 7-19

*Computerized Performance Monitors: Are They  
Costing You Customers?*

Rebecca A. Grant, Christopher A. Higgins,  
and Richard H. Irving  
Spring 1988, Vol. 29, No. 3, pp. 39-45

*Focusing Product Technology for Corporate Growth*  
Marc H. Meyer and Edward B. Roberts  
Summer 1988, Vol. 29, No. 4, pp. 7-16

*The Line Takes the Leadership-IS Management  
in a Wired Society*  
John F. Rockart  
Summer 1988, Vol. 29, No. 4, pp. 57-64

*New Venture Units: Use Them Wisely to Manage  
Innovation*  
Christopher K. Bart  
Summer 1988, Vol. 29, No. 4, pp. 35-43

*What Every Manager Needs to Know about  
Project Management*  
W. Alan Randolph and Barry Z. Posner  
Summer 1988, Vol. 29, No. 4, pp. 65-73

#### Marketing

*In Defense of Price Promotion*  
Paul W. Farris and John A. Quelch  
Fall 1987, Vol. 29, No. 1, pp. 63-69

*Managing Marketing Implementation*  
Thomas V. Bonoma and Victoria L. Crittenden  
Winter 1988, Vol. 29, No. 2, pp. 7-14

*Strengthen Distributor Performance through  
Channel Positioning*  
James A. Narus and James C. Anderson  
Winter 1988, Vol. 29, No. 2, pp. 31-40

#### Operations Management and Research

*Barriers to the Implementation of CAD/CAM  
Systems*  
Carol A. Beatty and John R. M. Gordon  
Summer 1988, Vol. 29, No. 4, pp. 25-33

#### Service Sector Management

*Exploiting the Manufacturing-Services Interface*  
James Brian Quinn, Jordan J. Baruch,  
and Penny C. Paquette  
Summer 1988, Vol. 29, No. 4, pp. 45-56

